



FOR IMMEDIATE RELEASE  
(Date)

Contact: (Name)  
(Phone #)

## SAMPLE PRESS RELEASE—TUNE IN

# Can (Name Town) Compete in the 21st Century? Local Students and Business Leaders Say, "Yes"

(Local Public Television Station) and (Name) **School To Work** System Urge You to  
Tune in (Name Event) to **JOBS:THE CLASS OF 2000**

Town, State — On Friday, September 20, 1996, at 10:00 p.m. (ET), (local station) and the (local) **School To Work** system are urging members of the (name) community to watch a groundbreaking television special, highlighting innovative grassroots movements to prepare students and businesses to meet 21st century challenges.

Don't miss **JOBS:THE CLASS OF 2000**, hosted by ABC News correspondent Cokie Roberts and produced by award-winning WQED Pittsburgh. "**JOBS:THE CLASS OF 2000** will explore the new **School To Work** education concept, which is similar to a program being offered here in (town)," said (local public television station director). "By showing the power of **School To Work** from the inside out, we hope to inspire young people and embolden them to follow their dreams with the help of their schools and communities."

"(Town)'s education system has already begun evolving to meet changes in the employment sector that are occurring at a breakneck speed," said (local **School To Work** executive director.) "We are solving our education and job market problems by focusing on how everyone can win."

**School To Work**, underway in (town) since (when), currently involves (how many) students and (how many) businesses. Through **School To Work** initiatives, students get work-based experience that is carefully integrated with classroom lessons. The work experience helps students understand why their classroom lessons are relevant to real life and motivates them to succeed. Meanwhile, local businesses play a greater role in educating and training their future workforce.

**JOBS:THE CLASS OF 2000** takes viewers on a guided tour of **School To Work** advancements — America's new frontiers in workforce preparation.

Viewers will go from a student-run corporation in Oregon, to machinist apprenticeships in Oklahoma, to the people of Pittsburgh who were hit by hard economic times but are determined to secure a place for their children in the future workforce.

Along with students who will enter the workforce around the year 2000, the program features educators, business leaders, organized labor, parents and community leaders who are providing hope and opportunity to young people and our nation.

For more information about the (station name) event, contact (name) at (number).

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WQED Pittsburgh  
2 Fifth Avenue  
Pittsburgh, PA 15213  
800.876.1316  
412.622.6413  
<http://www.pbs.org/jobs>

National  
Foundation

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